

## Appointment

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**From:** Gillespie, Taylor [Gillespie.Taylor@epa.gov]  
**Sent:** 4/28/2020 1:58:55 PM  
**To:** Gillespie, Taylor [Gillespie.Taylor@epa.gov]; Kelley, Jeff [kelley.jeff@epa.gov]; Rowan, Anne [rowan.anne@epa.gov]; Reshkin, Karen [Reshkin.Karen@epa.gov]; Dee, Rhiannon [dee.Rhiannon@epa.gov]; Girard, Alexander [girard.alexander@epa.gov]; Deamer, Eileen [deamer.eileen@epa.gov]; Beckmann, Ronna Erin [beckmann.ronna@epa.gov]; Singer, Joshua [Singer.Joshua@epa.gov]; Lippert, Allison [lippert.allison@epa.gov]; Arcaute, Francisco [Arcaute.Francisco@epa.gov]; Hewitt, Jason [Hewitt.Jason@epa.gov]; Ostermeier, Jennifer [Ostermeier.Jennifer@epa.gov]; Fortin, Denise [Fortin.Denise@epa.gov]; Cannon, Phillippa [Cannon.Phillippa@epa.gov]

**Subject:** ECO ELMS Huddle  
**Location:** Microsoft Teams Meeting

**Start:** 4/30/2020 8:00:00 PM  
**End:** 4/30/2020 8:30:00 PM  
**Show Time As:** Busy

**Required Attendees:** Kelley, Jeff; Rowan, Anne; Reshkin, Karen; Dee, Rhiannon; Girard, Alexander; Deamer, Eileen; Beckmann, Ronna Erin; Singer, Joshua; Lippert, Allison; Arcaute, Francisco; Hewitt, Jason; Fortin, Denise; Cannon, Phillippa; Ostermeier, Jennifer

### Announcements Group –

This Thursday meeting is going to look very similar to the meeting last week. We are blocking off 30 minutes of time, but we hope to finish early. There are no major structural changes to the format. We will be going over the announcements that have been pushed out within the last week. With that said, I know some people might have felt a bit unprepared for the meeting, so I have outlined some general expectations to help you get ready for Thursday.

Press Officers – answer questions regarding your press list choices, feedback from reporters, press coverage, follow-up actions taken

Social Media – discuss if you've shared on social media, relevant data to show the impact of your efforts, follow-up actions taken

Congressionals – discuss if you've shared with congressional offices, any feedback you've received

Everyone – review the flowboard before Thursday – what has gone out, what is outstanding, any major changes or additions

I have gotten a few questions about *the goal* of these meetings or *the 'why'* behind them. We spend a significant amount of time and energy creating these announcements and we want to follow-up to see what is working and what is not. The goal is not to see these numbers go through the roof, but to feel confident we are doing our best targeting possible to amplify our message. We want this to be a collaborative meeting about improvement or celebrating our success. Please reach out if you have any questions.

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